

# 2020 CONFERENCE AT A GLANCE

View full course descriptions and register online at [www.ThePoolSpaShow.com](http://www.ThePoolSpaShow.com)

## SUNDAY | JAN. 26

8:00 am – 5:00 pm

- C** PHTA Certified Hot Tub Technician (Day 1)  
Brooks Holcomb | Memphis Pool
- C** PHTA Certified Maintenance Specialist (Day 1)  
Bob Baron | Baron Pool Service, Inc.
- C** PHTA Certified Service Technician (Day 1)  
Chris Lightenberg | Industry Consultant
- C** PHTA Pool Spa Construction Course (Day 1)  
Rick English | English Pool Consulting

9:00 am – 5:00 pm

- C** PHTA Certified Pool Operator (Day 1)  
Trevor Sherwood | Pool Operation Management

## MONDAY | JAN. 27

8:00 am – 5:00 pm

- S** Comprehensive Water Chemistry for Residential Pools  
Robert W. Lowry | Lowry Consulting Group, Inc.
- S** GENESIS Cost Estimating (Business 432)  
David J. Peterson | Watershape Consulting, Inc.
- C** NPC Pool Start-Up Certification  
Jana Auringer | Pebble Technology
- C** PHTA Certified Hot Tub Technician (Day 2)  
Brooks Holcomb | Memphis Pool
- C** PHTA Certified Maintenance Specialist (Day 2)  
Bob Baron | Baron Pool Service, Inc.
- C** PHTA Certified Service Technician (Day 2)  
Chris Lightenberg | Industry Consultant
- C** PHTA Pool Spa Construction Course (Day 2)  
Rick English | English Pool Consulting

8:30 am – 5:00 pm

- S** Employees: How to Improve Productivity, Performance & Retention  
Jay Forte | Humanetrics, LLC  
Robert Kane | Training Unlimited  
Mark Kremen | Training Unlimited

9:00 am – 5:00 pm

- C** PHTA Certified Pool Operator (Day 2)  
Trevor Sherwood | Pool Operation Management

12:30 – 2:00 pm

- B** Intent to Invent: Start-Up Steps to Monetize Your Ideas  
Ed Vondell | Thursday Pools, LLC
- B** Mining Your ASSETS-Maximizing Your Business' Bottom Line  
Dennis Gray | Backyard Brands Inc.
- T** New Federal Pool Pump Regulations: How It May Impact Your Business (PHTA University)  
Jeff Farlow | Pentair Aquatic Systems

- T** Understanding Principles of Circulation, Hydraulics and Reduced Speed Technology  
★ Keith Roberts | Hayward Pool Products

- T** Water Chemistry Mysteries  
Rick Coffey | Lo-Chlor

12:30 – 3:45 pm

- T** Basic Electricity For Service Technicians  
★ Mike Childress | Pentair Aquatic Systems

12:30 – 5:00 pm

- S** Rookie to All-Star: The Fundamentals of Pool & Spa Service  
★ Brian Diglio | Blue Wave Pool Service

- S** SPANISH Rookie to All-Star: The Fundamentals of Pool & Spa Service  
★ Kenny O. Rodriguez | Blue Wave Pool Service

2:15 – 3:45 pm

- T** Maximizing Energy Efficiency Pump Rooms with Variable Frequency Drives  
John Watt | Pentair Aquatic Systems Commercial Division  
Mike Fowler | Pentair Aquatic Systems Commercial Division
- B** Qualifying for Fun & Profit  
Mario Rossetti | Rossetti Enterprises, LLC & University of Pools & Spas
- B** Retirement Planning: How Do I Get There from Here?  
Elliott Collins, CFP | Aljen Asset Management, LLC  
Robert Hardwick, CFP | Aljen Asset Management, LLC
- T** The Unique Aspects of Hot Water Chemistry & Testing  
Wayne Ivusich | Taylor Technologies, Inc.
- T** Variable Speed Heat Pumps  
★ Jeff Tawney | Team Homer/AquaCal/AutoPilot

4:00 – 5:00 pm

- S** WOW! Service - Creating Customer Experiences That Keep Customers For Life presented by PHTA WAVE  
Jay Forte | Humanetrics, LLC

## TUESDAY | JAN. 28

8:00 am – 12:00 pm

- C** PHTA Certified Hot Tub Technician (Day 3)  
Brooks Holcomb | Memphis Pool

8:00 am – 5:00 pm

- C** PHTA Certified Maintenance Specialist (Day 3)  
Bob Baron | Baron Pool Service, Inc.
- C** PHTA Certified Service Technician (Day 3)  
Chris Lightenberg | Industry Consultant
- C** PHTA Pool Spa Construction Course (Day 3)  
Rick English | English Pool Consulting

8:30 – 10:00 am

- T** Natural Swimming Pools - Water the Way Nature Intended  
Allen Schnaak | BioNova Natural Pools
- B** Detailed Overview of Employee Handbook & The Importance of Job Description  
Rose Ludgate | Paychex Human Resource Services
- B** Developing A Strong Organization Through Team Building  
Mark Kremen | Training Unlimited  
Robert Kane | Training Unlimited
- T** Hayward Variable Speed Pumps  
★ Keith Roberts | Hayward Pool Products
- B** How Much Money Did I Make? How to Better Understand and Use Your Income Statement  
Jay Forte | Humanetrics, LLC
- T** Proper Pool Care: An Examination of Myth and Fact  
★ Alicia Stephens | BioLab, Inc.
- T** Pumps & Motors: Operation and Troubleshooting  
★ Mike Childress | Pentair Aquatic Systems
- T** Renovation of Waterfeatures - Hydraulic Considerations (GENESIS E281)  
David J. Peterson | Watershape Consulting, Inc.
- T** SPANISH Variable Speed Pump Technology  
★ Alex Valdovinos | Zodiac Pools Systems
- T** The Newly Adopted CPSC Successor VGB Drain Cover Standard, ANSI/PHTA/ICC - 16 2017 and What it Means to You (PHTA University)  
Carvin DiGiovanni | PHTA  
Steven Barnes | AquaStar Pool Products, Inc.
- B** What's In Your Contract? Protecting Yourself from Liability  
Steven Getzoff | Lester, Schwab, Katz, & Dwyer

8:30 – 11:45 am

- T** Advanced Chlorine Generators Troubleshooting  
Sean Assam | AquaCal AutoPilot Inc.
- T** Basic Water Chemistry  
Wayne Ivusich | Taylor Technologies, Inc.
- T** Heaters: Sizing, Installation, & Troubleshooting  
Brad Duncan | Raypak
- T** Measuring For Safety Covers  
★ Mark Del Rocco | Loop Loc, LTD
- B** The A.C.E. Model: 8 Steps to Delivering an Astonishing Customer Experience  
Anne Obarski | Merchandise Concepts
- B** Thirteen of the Most Common Sales Mistakes  
Mario Rossetti | Rossetti Enterprises, LLC & University of Pools & Spas
- B** Women Leadership Workshop: Identifying Your Sources of Conflict in the Workplace & Resolving Issues Professionally  
Donna Coulson | Donna Coulson & Associates, LLC

9:00 – 11:00 am

- S** Tile & Coping Repairs and Renovations (Includes Hands-On Workshop)  
Kent Mason | Pool Corp/NPT  
Lenny Maffe | Pool Corp/NPT

- C** CERTIFICATION
- S** SPECIALTY SESSION
- B** BUSINESS SESSION
- T** TECHNICAL SESSION
- ★** ROOKIE TO ALL-STAR



GET THE APP!

All seminars held at the  
**ATLANTIC CITY CONVENTION CENTER**  
1 Miss America Way | Atlantic City, NJ

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10:15 – 11:45 am

- B** **Cyber Liability Exposures**  
Brett Russell | CNA Insurance
- B** **Effective Leadership Skills: From Managing to Disciplining Employees**  
Rose Ludgate | Paychex Human Resource Services
- B** **Get Out of Your Comfort Zone: How to Start Digital Marketing**  
Steve Berens | Clear Comfort
- T** **Heating Your Pool Water with Solar Energy**  
★ Frank Mc Laughlin | All Quality Solar Systems
- B** **How to Use Video to Generate Leads and Close Deals**  
Cristian Shirilla | River Pools and Spas
- T** **Pool Contaminants: Phosphates, Metals & Organic Waste**  
Chris Marcano | Natural Chemistry
- T** **RWQC: Analysis and Understanding of Source Water (PHTA University)**  
James Egan | LaMotte Company  
Joseph Laurino | Periodic Products  
Kenneth Gregory | Pentair Water Quality Systems
- T** **Saltwater Pool Troubleshooting: Beyond the Equipment**  
Alicia Stephens | BioLab, Inc.
- T** **SPANISH Basic Electricity for Service Techs**  
★ Carlos Gomez | Pentair Aquatic Systems
- T** **Structural Repairs of Existing Pools (GENESIS E203)**  
David J. Peterson | Watershape Consulting, Inc
- T** **Zodiac Variable Speed Pumps**  
★ Rocco Russo | Zodiac Pool Systems

1:00 – 2:00 pm

- S** **Heaters Hands-On Workshop**  
Brad Duncan | Raypak

3:00 – 4:00 pm

- S** **Heaters Hands-On Workshop**  
Brad Duncan | Raypak

**WEDNESDAY | JAN. 29**

8:00 am – 10:00 am

- S** **Shotcrete Uncovered**  
Bill Drakeley | Drakeley Swimming Pools

8:30 – 10:00 am

- B** **Employment Issues for Contractors**  
Steven Getzoff | Lester, Schwab, Katz, & Dwyer
- B** **Empower Your Employees**  
Connie Sue Centrella | Industry Consultant
- T** **Maintaining the Water in Salt-Chlorine Generator Pools - The Case for Borates**  
John Bokor | Haviland USA

- B** **On The Floor: Merchandising "GPS" for Increased Sales**  
Anne Obarski | Merchandise Concepts
- T** **Pentair Variable Speed Pumps**  
★ Mike Childress | Pentair Aquatic Systems
- T** **Proper Techniques for Prepping a Pool Shell for Plastering**  
Rob Romano | David Cooke Plaster Co.
- B** **Selling Against the Internet**  
Rocco Russo | Zodiac Pool Systems
- T** **SPANISH Pool Chemistry For Service Techs**  
★ Kenny O. Rodriguez | Blue Wave Pool Service
- T** **The 2018 International Pool and Spa Code (ISPSC): Breaking Down Commercial and Residential Pools & Spas Requirements (PHTA University)**  
Carvin DiGiovanni | PHTA  
Steve Barnes | AquaStar Pool Products, Inc.
- T** **What's "That" On The Pool Surface?**  
Jim Gay | Haviland USA

8:30 – 11:45 am

- T** **Advanced Water Chemistry**  
Ellen Meyer | Lonza  
Karllee Barton | Lonza
- T** **Finding Leaks - Turn Headaches into Profits (w/ Expert Panel)**  
Lance Anderson | Anderson Manufacturing
- B** **The Deadly Dozen Company - Crushing Killers**  
Brett Abbott | Pool Builder Marketing
- B** **The Five Levels of Leadership**  
Charles Goede | The Leaders Academy  
Steve Gorlin | The Leaders Academy
- T** **Vinyl Liners: Tips & Techniques for A Perfect Fit**  
★ Frank Christiana | The Liner Specialists  
Marc Cornely | Merlin Industries

9:00 – 11:00 am

- S** **Tile & Coping Repairs and Renovations (Includes Hands-on Workshop)**  
Kent Mason | Pool Corp/NPT  
Lenny Maffe | Pool Corp/NPT

9:00 am – 1:00 pm

- C** **PHTA Exam Day**

10:15 – 11:45 am

- T** **21st Century Science for Residential Pool Sanitation**  
Beth Hamil | O<sub>3</sub> Consulting
- B** **Gen X, Y, & Z: What Today's Customers Care About**  
Steve Berens | Clear Comfort
- B** **How to Start Creating Engaging Videos and Pictures for Your Pool Company**  
Cristian Shirilla | River Pools and Spas

- B** **Managing Substance Abuse in the Workplace**  
Ed Kirschenbaum | (Rtd) Law Enforcement
- T** **Metal Stains: How Do I Prevent Them? How Do I Remove Them?**  
★ Joseph Laurino | Periodic Products
- T** **Proper Inground Spa Jet Design in a Variable Speed World**  
Scott Roodbergen | Waterway
- B** **Sales Skills for Women: Strategies to Keep You Afloat!**  
Ann Obarski | Merchandise Concepts
- T** **Solutions for Pool Builders To Identify, Improve and Increase Profits**  
Margaret McGrath | S.R. Smith
- T** **SPANISH Healthy Hydraulics & High End Installations**  
Angel Gonzalez | Valley Pool and Spa
- T** **The Fiberglass Advantage: Understanding the Builder Benefits & Basic Installation Techniques (PHTA University) PHTA Fiberglass Council**  
Facilitator: Jason Hughes | River Pools and Spas

1:00 – 2:00 pm

- S** **Heaters Hands-On Workshop**  
Brad Duncan | Raypak

1:00 – 4:00 pm

- C** **NPC Pool Start-Up ReCertification**  
Jana Auringer | Pebble Technology

3:00 – 4:00 pm

- S** **Heaters Hands-On Workshop**  
Brad Duncan | Raypak

**THURSDAY | JAN. 30**

8:30 – 10:00 am

- B** **Be an "Undercover Boss": Clues To Create A Team of "Superheroes"**  
Anne Obarski | Merchandise Concepts
- B** **Google Ads - How to Get Results and Not Get Burned**  
Brett Abbott | Pool Builder Marketing
- T** **Realistic Expectations of Swimming Pool Plaster**  
Jana Auringer | Pebble Technology
- T** **SPANISH Methods of Pool Heating**  
★ Gaspar Vargas | AquaCal/AutoPilot
- B** **Streamlining Your Service Department - The Next Level**  
Mike Leone | Compact Management
- T** **The Practical Application of UV/Ozone for Residential Pools**  
★ Dan Holstein | Oxygen Pools  
Richard Holstein | Oxygen Pools
- T** **Winterization and Preventing Calcite Crystals**  
Eric Knight | Orenda Technologies

All educational sessions have been approved for credit by the PHTA for their Certification Programs \*Genesis IACET credit approved  
EDUCATION CANCELLATION POLICY: Request for refunds must be received in writing by email at info@thepoolspashow.com on or before January 10, 2020.

\*\*NESPA/PHTA Members